

Message Text

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PAGE 01 ZURICH 00183 050810Z

67

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 041510Z APR 75

FM AMCONSUL ZURICH

TO USDOC WASHDC

INFO SECSTATE WASHDC 2044

AMEMBASSY ATHENS

AMEMBASSY BERN

AMEMBASSY ROME

AMCONSUL THESSALONIKI

UNCLAS ZURICH 0183

USDOC FOR SPECIAL ACTIVITIES DIVISION - LEE CARTERON
FROM ADVANCE OFFICER SAMUEL S. SPAULDING

ATHENS FOR TRADE MISSION DIRECTOR HERBERT LINDSTROM

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJ: HOSPITAL EQUIPMENT AND SYSTEMS TRADE MISSION

REF: BERN 1364

1. FUNCTIONS AND RESPONSIBILITIES OF A/O COMPLETED
IN ZURICH. BLUE RIBBON CALLS COMPLETED IN ZURICH
NEW TOTALS OF FIRM APPOINTMENTS 32 FOR ZURICH 9
FOR LAUSANNE.

2. MISSION HEADQUARTERS INSPECTED AND CONFIRMED
AT HOTEL INTERNATIONAL INCLUDING SUITE, SIX SINGLE
ROOMS, BUSINESS INFORMATION CENTER AND RECEPTION
ROOM

3. MISSION ITINERARY: MISSION MEMBERS WILL LEAVE
ROME ON FLIGHT AZ 400 APRIL 13 ARRIVE ZURICH AT
13:45. T/M WILL BE MET BY WALTER HAYDEN, COMMERCIAL
OFFICER AND HOTEL BUS (N/C) WILL TRANSPORT
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THEM TO THE HOTEL. NOTE HERE ITINERARY CHANGE:

T/M BRIEFING AT 18:00 IN SUITE BY CONGEN,
C/O AND OTHERS, DINNER AFTERWARDS. APRIL 14:
APPOINTMENTS AM AND PM, RECEPTION 6:00 TO
7:30 IN HOTEL. APRIL 15: APPOINTMENTS AM AND
PM. APRIL 16: FOLLOW UPS AND TRAVEL TO
LAUSANNE. HOTEL BUS AND COMMERCIAL OFFICER
WILL ACCOMPANY T/M TO RR STATION. TRAIN DE-
PARTS ZURICH 11:38 AM.

4. REF. BERN 1364. C/O RESPONSIBLE FOR PUBLU-
CITY AND PRESS RELEASES. PHOTO COVERAGE ZURICH
ONLY.

5. BUDGET CONTROLLED IN BERN. REF. BERN 1364.

6. ADVANCE OFFICER COMMENTS. A/O BLUE
RIBBON CALLS HAS ENCOUNTERED SOME RELUCTANCE
TO FIRM UP APPOINTMENTS FROM PROSPECTIVE
AGENTS OF HOSPITAL EQUIPMENT AS WELL AS
HOSPITAL ADMINISTRATORS. OVER 20 CALLS WERE
MADE TO FIRM UP SIX APPOINTMENTS. THE EASTER
HOLIDAY COMBINED WITH SCHOOL SPRING RECESS
HAS MADE IT DIFFICULT TO REACH MANY OF THE
KEY PEOPLE. HOWEVER, THE POST FEELS A CON-
CENTRATED TELEPHONE CAMPAIGN WILL FILL THE
SCHEUDLE WITH QUALITY CONTACTS.

NELSON

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NNN

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